



## ***Growing Healthy Kids Columbus***

**VISION:** *Columbus is a community in which all children live in a smoke-free environment, have daily opportunities for active play, and have access to nutritious foods so they enter kindergarten ready to live, learn and play at their best.*

### **Minutes**

May 22, 2018 10:00am - 11:30am  
Columbus Public Health, Board Room

### **Attendance**

<b>Organization</b>	<b>Member</b>
CPH – Growing Healthy Kids Columbus	Ali Segna
CPH – Healthy Children Healthy Weights	Allison Labyk
CPH – Dental Program	Deani Deskins
CPH – Strategic Nursing	Bob Holomuzki
CPH – CDC PHAP, Chronic Disease Prevention	Elise Fester
Franklin County WIC	Dawn Sweet
Franklin County Public Health (FCPH)	Kristin Peters
Moms2B	Lydia Burney
OSU – Extension	Carol Smathers
OSU – Extension	Lindsay Bean
OSU – Extension Franklin County	Jenny Lobb
OSU – Extension Franklin County	Callie Powers
Mount Carmel Health System	Chris Evans
Recreation & Parks	Malik Willoughby

### **10:00am – 10:30am Member Introductions and Program Updates**

All

- Highlights
- New resources/education
- Policy, system and/or environmental changes
- Challenges or barriers

#### **STEERING COMMITTEE MEMBERS:**

Carolyn Bernard, Columbus City Schools  
Megan Gorby, Nationwide Children's Hospital  
Mark Haynes, Children's Hunger Alliance  
Ali Segna, Columbus Public Health  
Bobbi Shannon, YMCA of Central Ohio

Carol Smathers, Ohio State University Extension  
Dawn Sweet, Franklin County WIC  
Hannah Bills, Columbus Public Health  
Rebecca Wade-Mdivanian, Ohio State University Life Sports  
Maria Villareal, CDCFC Head Start  
Matthew Yannie, United Way of Central Ohio

Partner/Organization	Program Updates
Ali/GHKC/CPH	Smaller group today, in competition with Ohio Early Childhood Health Network Strategic Planning Session; Conducted Healthy Gatherings trainings for 33 staff at Rec and Parks, will be doing 5 Physical Activity trainings for Rec and Parks in June, approximately 300 staff. Conducted 3 trainings on encouraging children to try new foods and being good role models for Rec and Park's Summer Feeding participants. ChangeLabs will be putting together a playbook for us on target marketing and it will include a policy menu, this will be revealed at the Program to Policy training on September 25 <sup>th</sup> here at CPH.
Allison/HCHW/CPH	Rec & Parks summer programs have a much smaller snack budget (about \$.30 per child per day) because they only receive federal reimbursement for two meals/snack a day, she has created a menu with options that still fulfill federal guidelines and their budget.
Jenny/OSU	Will be presenting on mindfulness at Youth to Youth Conference at Capital University; program is hiring 4 new programming assistants; will be giving away fresh produce to participants this summer, in collaboration with Columbus Early Learning Center
Lydia/Moms2B	Centers have seen an increase in visits since the weather changed; program is receiving new Ohio Friends of WIC Award.
Carol/OSU	Presenting with Lyana Delgado at Youth to Youth Conference on the target marketing of food and beverages to minorities and youth; encourage teens to sign up for Camp Public Health; accepted National Culture of Health Priestler Award at the National Health Outreach Conference on behalf of coalition – GHKC was the first-ever group to qualify for the award.
Bob/CPH	Attended Neighborhood Pride at Schumacher Place, assisting with Wellness Wednesday activities, including healthy beverage displays and cooking demos; Neighborhood Pride at Strawberry Farms is up next, June 4-8; conducted diabetes screenings at Bhutanese/Nepali health fair, noticed nearly universal high blood sugar – what is being done in that community from an educational standpoint? What could we be doing better?
Deani/CPH	Sealant program at schools is wrapped-up for the school year; now working with rec centers, doing sealant program and nutritional education – including Rethink Your Drink
Chris/MCHS	Identifying funding streams for a tower garden in collaboration with FCPH and working with OSU LifeSports to administer more active summer programming

### 10:30am – 10:45am Updates from WIC

Dawn Sweet

- The CPH Farmer's Market 2018
  - Flyers are available in English and Spanish (Ali will email out electronic copies)
  - Dates: July 26, August 2, August 9
  - 2017 saw 91% redemption rate of WIC coupon books
    - Each WIC participants can receive a coupon booklet worth \$20

- Hope to raise 2018 redemption further thanks to WIC's new texting system; recent survey showed 75% of WIC moms prefer text over mailer
- Produce Perks will once again match up to \$20 of EBT SNAP dollars
- Franklin County case load increased in April 2018
  - However, state/national case load decreased
    - Perhaps because birthrates are down, the economy is a little better or a general loss of immigrant clients
  - Things that might be helping Franklin County WIC include: a new social media account separate from CPH – “like” Franklin County WIC on Facebook – and commitment to customer service including working on streamlining paperwork process for new clients
- Will pilot a produce giveaway at Northeast WIC clinic starting sometime in mid-June
  - In partnership with Mid-Ohio Food Bank
  - Will take place on Wednesdays, the clinic's walk-in day – approximately 200 people expected
  - Participants must be WIC client (at least for the pilot)
- In Good News: the income guidelines for WIC are going up starting July 1, 2018
  - Dawn will provide new guidelines for interested organizations and their clients

#### **10:45am – 10:55am Breaking News**

Allison Labyk

- WHO Launches Effort to Eliminate Artificial Trans Fat Globally
  - The World Health Organization (WHO) is working to remove trans-fat from the global food supply by 2023
  - As of June, Denmark, Switzerland, Canada, Britain and the United States will have eliminated all trans-fats
  - The campaign was developed in partnership with Vital Strategies, a global health group backed by Michael Bloomberg
  - Many attempts to eliminate trans fats have been stopped by major food producers, but the WHO hopes to overcome this resistance through public education (with help from multinational companies who have already made the change) and by encouraging government regulation
  - The WHO estimates that this ban will save 10 million lives worldwide, the majority of this from the impact the ban will have on decreasing deaths from cardiovascular disease
- FDA Menu Labeling Requirements
  - Enforcement began May 7<sup>th</sup> on the new FDA menu labeling requirements for chain restaurants. This includes all chains with more than 20 establishments, including supermarkets, convenience stores, and movie theatres
  - Calorie content must be displayed on all menus, menu boards, and food displays with additional nutrition information available upon request
- Ohio Avenue Elementary School Trains Teachers in the Science of Trauma
  - A recent article in the Atlantic highlights a local CCS school
  - Implemented by principal Olympia Della Flora, every educator in the building has received training on how children respond to trauma
    - This is conducted by GHKC coalition member Carol Taylor's Franklin County Family & Children First Council, who has worked with Ohio Ave. for 3 years, among other CCS schools
    - If you have the opportunity, attend the Building Better Lives Training to see for yourself

- Many of the children at Ohio Avenue have experienced trauma in their young lives, which can cause children to become emotionally volatile
- Teachers at Ohio Avenue have learned how to de-escalate conflict, and to interpret misbehavior not as a personal attack or an act of defiance. And they're always looking for new ways to help the kids manage their overwhelming feelings and control their impulses
- This is the school's approach to "social-emotional skills," an area that's [received substantial attention in recent years](#), as research links these "soft" skills (like impulse control and empathy) with academic and life success
- Educators at Ohio Avenue say the positive changes that have accompanied this model are encouraging enough to continue experimenting with it
- Water First for Thirst in Lodi's Family Center Through 4-H
  - <https://www.dropbox.com/sh/z9h4odglbzooymw/AADUznMOMCpHZX9L2TiMpZLZa?dl=0>
  - This video features the Healthy Habits program working combat childhood obesity at Lodi's Family Center
  - Within this program they've featured Water First for Thirst, a campaign carried that began right here with Columbus Public Health's Growing Healthy Kids Columbus
  - If you'd like to implement similar programming, there are SSB Display Kits available from OSU Extension
- Bridgid's Path
  - <https://www.today.com/video/babies-born-opioid-dependent-get-help-at-brigid-s-path-1228108867948>
  - A recovery center for babies born addicted to opioids
  - What has your organization been doing to deal with the epidemic?
    - CPH offering all staff an optional naloxone administration training
  - WIC provides benefits to women up to 6 months after birth, even if baby is in foster care or put up for adoption
  - South Side CPD CLO round-up women on the street to connect with rehabilitation services and other clean programming when applicable

## **10:55am – 11:00am Activity Break**

All

## **11:00am – 11:30am From Practice to Policy**

Carol Smathers

- What is PSE Change?
  - Is the healthy choice available, accessible, affordable, appropriate, and appealing?
- Why is PSE important?
  - The choices we make are shaped by the choices we have
- Useful Groundwork Models
  - The Social Ecological Framework of Childhood Obesity – it's complicated! Many forces influencing behavior
    - Meeting with Balance Calories Ohio next week to talk – no agenda, there will be an invitation to talk to the coalition
  - Health Impact Pyramid from Dr. Thomas Frieden
  - Accelerating Progress in Obesity Prevention Graphic from Institute of Medicine
- Programs and Events vs. Policy
  - Programs are mostly opt-in – resulting participant vs. population change

- Programs are more short-term, non-sustaining, may or may not be part of an ongoing plan
- Policies are longer-term, sustaining and generally part of a larger vision
- ChangeLab
  - Will provide strategies to address target marketing in Columbus, OH, including a policy menu
  - Training will be provided on Tuesday September 25, 2018
  - Coalition suggestions for training will be passed on to ChangeLab
  - Regarding possible Public Deliberation – funder does not allow discussion around SSB, so exploring other topics
- Worksheet & Discussion
  - Most difficult part of enacting a policy is receiving enforcement, endorsement and support of it from workplace authority figures
    - Otherwise, the words are merely guidelines or suggestions
    - Policies require continuous education and maintenance to survive through staff turnover
    - Often approval process difficult, because you must argue importance of policy to gain support necessary for long-lasting endorsement and enforcement
  - Policies can set behavioral expectations for all staff in order to make sure the environment matches your message
    - I.e. staff members drinking SSB but telling kids not to drink those same products

**Next Steps:** What do you know about lobbying and advocacy? What are your concerns or limitations?

**Next Meeting:** June 26, 2018 10am-11:30am Columbus Public Health, 119C

**Save the Date:** Program to Policy Training September 25, 2018